

# **Pricing Your Membership Site**

**LET ME MAKE THIS  
TOTALLY CLEAR...**  
**I'm only interested in  
MONTHLY continuity income.**  
**(Forget Yearly and Quarterly)**

## **Proven Pricing Strategies**

\$17 – \$27: Breakage Model

\$47 – \$97: Consumption Model

\$197+: Coaching Model

## **Breakage Model**

- Price is low enough that they'll stick around even if they're not using everything
  - Think gym membership: to cancel is to admit failure
- Good for consumer markets
- FACT: The more you communicate, the worse your attrition will be
- Most (if not all) content should be non-expiring
- Stick with all digital (don't send "guilt" in the mail)

## **Consumption Model**

- Your customers: "Use it or lose it!"
- Best if you have a mix of expiring and non-expiring content
- Need regular communication
- Consider implementing a physical component
- Don't overwhelm them with content

## **Coaching Model**

- Stick rate drops off dramatically once you get above \$97 a month
- If average stick is < 4 months, you have an installment model NOT a continuity model
- Only way (in my experience) to encourage stick at \$197+ is to position it as coaching... not membership

**ACTION ITEM #1:**

**Decide whether your continuity program will follow a “Breakage” or a “Consumption” Model.**

**ACTION ITEM #2:**

**Choose the Price That Best Fits Your Market and Offer.**

**(Recommendation: Start low and work your way up.)**